

Neighborhood Planning for Community Revitalization

**Home Based Business Survey for the
Field Regina Northrop Neighborhood**

A CONSORTIUM PROJECT OF: Augsburg College; College of St. Catherine; Hamline University; Higher Education Consortium for Urban Affairs; Macalester College; Metropolitan State University; Minneapolis Community College; Minneapolis Neighborhood Revitalization Program; University of Minnesota (Center for Urban and Regional Affairs; Children, Youth and Family Consortium; Minnesota Extension Service); University of St. Thomas; and Minneapolis community and neighborhood representatives.

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**Home Based Business Survey for the
Field Regina Northrop Neighborhood**

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Conducted on behalf of the Field Regina Northrop Neighborhood Association
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Neighborhood Planning for Community Revitalization

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Results of Homebased Business Survey
for the Field Regina Northrop Neighborhood
Summary

Purpose, background and methods

The Field Regina Northrop Neighborhood hired Sacha Peterson, a graduate student in planning and economic development at the Humphrey Institute of the University of Minnesota, to undertake a survey of homebased businesses in the neighborhood.

The purpose of the survey was to assess the needs of homebased businesses, and help determine the role that the neighborhood should play in helping homebased businesses grow, in order to provide an information base for addressing homebased businesses in the Business Task Force's section of the neighborhood's Action Plan.

The MN Department of Transportation estimates that 4% of households house a homebased business. National estimates by market research firms figure about 10% of the workforce is self-employed at home. For the Field Regina Northrop neighborhood, this means there are at least 200 homebased businesses. Homebased businesses are difficult to find because they are not visible, and some operate just outside the regulations and are reluctant to be discovered.

About 70 homebased businesses were identified in the Field Regina Northrop neighborhood, about 60 of those contacted and confirmed as homebased businesses. Several methods were used to find homebased businesses. Two notices appeared in Close to Home, the monthly NRP neighborhood newsletter. Notices to homebased businesses were posted in neighborhood businesses and postcards to be filled out and returned were left with businesses. A reverse directory of residential names and addresses was scanned which included names of 50 homebased businesses. And, word of mouth was used by asking for referrals at neighborhood meetings and of homebased businesses.

A joint project along with the survey was to compile information for a business directory including for homebased businesses. Thus, part of the search for homebased businesses included soliciting for the directory. The incentive of being listed in the directory prompted many of the homebased businesses to call in and identify themselves, so it increased the number of homebased businesses found.

Included in the category "homebased business" is anyone who is self-employed and works at least part time from the home. In this survey, consultants, day care, independent construction contractors, music and art teachers, artists, and distributors of national products (such as Avon) were included in the survey; one person who works for a national company and works at a home

office was included as well.

The survey instrument was approximately 30 questions, was administered orally, with about half the surveys conducted over the phone and half in person, and one written by the respondent. Twenty-six homebased businesses were surveyed.

Results:

General characteristics of homebased businesses in the Field Regina Northrop neighborhood

Over 70 homebased businesses were found. Twenty-six homebased businesses were surveyed.

The majority of the homebased businesses are professional services and consulting, which includes business writers, architects, electronics consultant and tax accountant. There are also salespersons/distributors, artists, clothing production, day care, music instructors, and more.

Homebased businesses have been operating for an average of 5.11 years. They are evenly divided between "startup" (operating under one year), "growing" (operating one to five years) and "established" (operating over five years). Homebased business owners work an average of 37 hours per week, including those who have other employment or manage a household with children. Many homebased businesses work 50 to 80 hours per week.

Only 4% of homebased businesses hired employees, though 15% were husband-and-wife teams and almost half hired people on contract.

Homebased businesses are varied in their income generation. 35% had sales under \$30,000, but one third had sales over \$50,000 and 7% had sales over \$100,000. 42% produced income under \$30,000 and 23% produced less than \$5000 of income. 11.5% produced over \$80,000 of income.

Most homebased business owners are married: 81% of those surveyed were married, and 50% had children under 18 living at home. This is typical of homebased businesses, because one spouse's stable income may be necessary to allow the other to undertake self-employment, which involves riskier financial rewards. 7.6% of homebased business owners were disabled. 81% of those surveyed were Caucasian and 19% were African-American, which approximately reflects the racial composition of the Field Regina Northrop neighborhood. 50% of those surveyed were female and 35% were male, with 15% being partnership businesses between husband and wife.

Needs of homebased businesses in the Field Regina Northrop neighborhood

The most prominent needs among homebased business owners are in

the areas of networking, marketing and financing. There is also marked interest in obtaining assistance with taxes, regulations, finding office or work space outside the home, and for as-needed clerical and secretarial help.

56% named networking as a strong need. The types of networking desired were to network with professionals in that person's field, to meet other homebased businesses, to get known in the neighborhood, or to reach potential clients.

54% named marketing as a strong need. More than half desired assistance of an informational or consulting nature, such as knowing where or how to advertise, or help identifying their market. 79% asked for help with advertising or finding advertising opportunities, especially within the neighborhood. 36% asked for help getting their name out in the neighborhood.

Regulations and taxes were other areas people needed help in. Most who wanted help with taxes wanted advice on how to save the most money as a home business. Regarding regulations, most homebased businesses knew the city imposed regulations on homebased businesses but did not know what they were, and some didn't know whether there were any regulations. Many asked specifically for information on regulations affecting them.

42% needed help obtaining financing. 46% of those were for equipment upgrade or purchase, 27% for marketing or advertising, 18% to open a storefront or office outside the home, and 18% for gap financing. The amounts needed were fairly spread out, with 36% under \$10,000 and 18% over \$50,000. Significantly, only 3.8% had ever applied for a business loan, and of those who had applied, all were turned down. This indicates that the neighborhood has a role to play in helping businesses obtain financing.

Office services was another prominent need. While 27% mentioned office services as a strong need, the need for secretarial help on an as-needed basis was repeated in other portions of the survey in response to open questions, such as what services to bring to the neighborhood and what the neighborhood should do for homebased businesses.

While business or financial management did not rate high as a strong need for businesses, 75% of those asked did not have a written business plan, and 80% of those wanted help writing one.

Other issues mentioned by homebased businesses were finding adequate office or retail space nearby, whether to incorporate their business, and questions on hiring.

Homebased business owners' attitudes towards the neighborhood was generally good, with the accessible location, sense of community and area amenities things that were considered advantages of doing business in Field Regina Northrop. Disadvantages were

airplane noise, and negative image of the neighborhood such as appearance, crime. Homebased businesses use a variety of the neighborhood businesses currently in the course of their business, especially the local restaurants and delis and copying services. The types of services that homebased businesses would most like to have in the neighborhood are a copy/printing center and a secretarial service.

Most homebased businesses are expanding: 58% plan on expanding the business in the next two years. One third plan on shifting the focus of the business, expanding the focus or further specializing; and 28% plan on a physical expansion; while 39% plan to increase sales. 23% plan on relocating the business in the next two years. Of those, 44% plan on moving to a different home to accomodate the business, and the remaining 55% will be seeking space outside the home: 33% office space and 22% storefront. Of those relocating, 43% plan to stay in the Field Regina Northrop neighborhood, but 57% don't know. Most of those who planned to move out of their home said that they would like to find business space within the neighborhood, but that they didn't think the neighborhood contained the appropriate type of space for their business.

The customer base for homebased businesses is less focused on the neighborhood and individual consumers than for neighborhood storefront businesses. Only 29% of homebased businesses' business comes from the neighborhood, with only 12% of homebased businesses deriving 50% or more of their total business from within the neighborhood. Homebased businesses are primarily focused on Minneapolis/St. Paul and surrounding suburbs; 51% of the business come from the Twin Cities and 20% comes from the suburbs on average. And, 23% of clients are corporations.

As a way of determining what role the neighborhood should play in helping homebased businesses and homebased businesses' interest in various initiatives, respondents were asked how interested they were in meeting with other homebased businesses in the neighborhood. 42% said they were very interested and 42% said they were somewhat interested, which means that an overwhelming majority would probably attend a meeting. Many expressed a preference for quarterly meetings rather than monthly because homebased business owners' time is so limited.

Respondents were also asked whether they would like to participate in the neighborhood business directory. 88.5% did want to be included. Those who did not want to be included were those who were only thinking of starting a homebased business or moving their business to their home, and those who were not interested in obtaining customers from the neighborhood. Many respondents commented that they thought the directory was a great idea and would be very helpful.

Finally, homebased businesses were asked what they thought the neighborhood should do for homebased businesses. 35% thought the

neighborhood should provide advertising opportunities, 31% wanted the neighborhood to act as a source of information or consulting, 27% said help networking, particularly with other homebased businesses or creating an association of homebased businesses; and, 23% said office space, service center or meeting hall, and 20% mentioned the directory as a good idea.

Conclusions:

1. The neighborhood can help homebased businesses network by putting them in touch with each other. Consideration should be given to frequency of meetings and time of day meetings are held.

2. The idea of a neighborhood business directory was met with great enthusiasm and a strong majority of support by homebased businesses. Homebased businesses want opportunities to meet each other and become known in the neighborhood. This is mostly to network and exchange services rather than to find clients specifically from the neighborhood, because most of the customer base is outside the neighborhood. Over half of homebased businesses hire people on contract so networking is an essential component of their success.

3. While advertising within the neighborhood was not an overall strong priority, a substantial minority requested assistance with advertising locally.

4. The neighborhood can help homebased businesses by playing a liaison role, and serving as a source of information and organization. Providing administrative support to initiate homebased business meetings. Provide information about regulations, sources of financing, where to go for different kinds of help. Overall, there was a substantial need for consulting, especially on marketing, help writing a business plan, and making the transition from a shoestring business to full-fledged including financing, finding office space and management issues. Taxes were another area people wanted information and consulting.

5. Many interesting ideas were brought out by homebased business owners. I could not capture all of them in the survey results or report. When homebased businesses come together and start exchanging ideas, however, these ideas may be better articulated and take shape as possible areas of action.

6. Many homebased businesses are poised to expand and eventually move out of their home. This means that homebased businesses should be included in the strategies devised for other commercial businesses, because they are not very different and soon may become storefront businesses. This also means that they are searching for office and retail space, and most would like to find space near their homes. The neighborhood should look at what we can do to keep them nearby. Ways to help include helping find

appropriate space, helping secure financing for a space in the neighborhood, loan to upgrade a space, find someone to act as developer for a space that would accomodate several offices and retail businesses.

7. There are many opportunities to collaborate with other neighborhoods on larger projects to assist homebased businesses, such as some type of service center. There is activity in the area of homebased business associations and addressing other needs in Powderhorn Park neighborhood, Seward neighborhood, and East Harriet at the least.

Purpose of Survey

Background

Scope and Methods

Results:

General characteristics (number, size, type of person, etc)

Needs: top three needs especially

Growth

Attitudes about neighborhood

Network and directory

Conclusions

Directory:

see outline

Guide to information gathered

Examples of other directories

Funding: early access and other options

Cost: printers and name of graphics persons

Homebased Business Survey Results
Field Regina Northrop Neighborhood

1. What type of work do you do from your home?

(These are not exclusive categories.)

54%	consulting/service related
23%	writing, graphics, wordprocessing
19%	artist, sewing
19%	sales, distribution
11.5%	construction and construction related
3.6%	day care

2. Why did you decide to start a homebased business? (non-exclusive categories)

23%	Independence
19%	Entrepreneurial spirit
19%	Family/children concerns
15%	Flexibility
15%	To reduce/avoid stress
15%	To make money/supplement income
15%	Convenience
15%	Got laid off from previous job
11.5%	To reduce overhead
7.7%	Retirement activity
3.8%	In order to do what I like to do

Top general reasons:

30%	Convenience/flexibility
42%	Independence/entrepreneur

3. How many years have you been operating a homebased business?

35%	1.t. 1 - 1 yr "startup"
31%	1.5 - 5 yrs "growing"
35%	over 5 yrs "established"
(15%)	over 10 yrs)

5.11 years average

4. About how many hours per week do you work at your business?

36.8 hrs	average-all businesses
40.8 hrs	avg-business owners without other job

5. Do you have another job besides your homebased business?

19% yes
89% no

6. About how many hours per week do you work at that job?

21.25 hrs average

7. Do you have any employees?

4% yes
96% no

8. Do you hire people on contract?

46% yes
50% no
4% NA

9. For each of the following list of possible business needs, please rate each on a scale of 1 to 4 according to whether it is an area that you could use help in; with 1 being a low need and 4 you could greatly use help in this area.

Results are listed as the percent of respondents who rated those categories a 3 or a 4, with the score of 1s, 2s, 3s and 4s totaled in parentheses after the category:

53.8%	Marketing (61.5)
42.3%	Obtaining Financing (56)
15.3%	Management of business (40)
23%	Financial management (44)
31%	Taxes (50)
31%	Regulations (besides taxes) (51)
23%	Office/work space (48)
56%	Networking (65)
27%	Office/professional services (48)
27%	Other (NA)

10. Additional comments on the top three categories:

Networking: what type of assistance desired

50%	Meet professionals in my field
25%	Meet other homebased businesses/neighbors

17%	Break isolation of working at home
25%	Reach potential employers/clients (2-businesses, 1-schools)
25%	Other (businesswomen's group; obtain referrals; forum to sell products)

Marketing

64%	Information/consulting on marketing generally
79%	Help with advertising/advertising opportunities
35.7%	Get my name out in the neighborhood

Financing

45.5%	Equipment upgrade/purchase
27.3%	Advertising/marketing
18%	Open storefront/office
18%	Gap financing
36.4%	Other (startup financing, inventory, remodel home office)

Financing related:

27.7%	Improve local bank's lending services to small businesses
	Other: neighborhood help secure developer to develop small office complex for emerging businesses

Amount of financing needed:

18%	Under \$5,000
18%	\$5,001-10,000
18%	\$10,001-50,000
18%	over \$50,000
36%	NA

11. Have you ever applied for a business loan?

3.8%	yes
31%	no
65%	NA

12. (If yes to 11): Was it approved?

0%	yes
11%	no
89%	NA

13. You mentioned _____, _____, and _____ as greater needs.
Which ONE of these would you say you could most use help with?

(percentage of respondents naming that category)

19%	Marketing
19%	Obtaining financing
0%	Managing business
5.6%	Financial management
9.6%	Taxes
2%	Regulations
3.8%	Space
27%	Networking
5.6%	Office/professional services
NA	Other

14. Do you have a (written) business plan?

15.4%	yes
46%	no
38.5%	NA

15. Is this something you would like help with?

30.8%	yes
7.7%	no
62%	NA

16. Is insurance an issue for you, either for your business or personal?

31%	yes
11.5%	no
50%	NA

17. For you, what are the advantages of operating a homebased business in THIS neighborhood?

65%	Central/convenient location
62%	Qualities/amenities of this neighborhood
38.5%	Sense of community/it's my home

18. For you, what are the disadvantages of operating a business in THIS neighborhood?

38.5%	None
23%	Airport noise
19%	Isolation/from other businesses
19%	traffic/parking
11.5%	neighborhood appearance

11.5%	convenience
11.5%	personal/related to home
11.5%	crime
7.7%	neighborhood characteristics

19. What businesses or services within the neighborhood does your business currently use?

38.5%	Restaurants/delis
34.6%	Various services
27%	Copying
23%	Various neighborhood stores
15.4%	Postal/Fed Express
15.4%	Banks
7.7%	Subcontractors/other homebased businesses
34.6%	None

20. What additional services would you LIKE to have in the neighborhood for your business?

34.6%	Copy center
27%	Secretarial service
19%	Paper/office supply
15.4%	Other business services
7.7%	Other supply stores
11.5%	Food/restaurants
11.5%	Other (hardware, post office, art center)
23%	Nothing

21. How would you describe the majority of your customers:

34.6%	Individual consumers
7.6%	Other small businesses
23%	Corporations
0%	Industries
34.6%	Other

About what percentage of your customers/clients come from the following areas:

The first number listed is the average of all responses. Listed to the side are the percentage of respondents for whom 50% or more of their customers come from that area, and the percentage of respondents for whom 25% or more of their customers come from that area (and 10% for last three categories).

22. 28.7% neighborhood

11.5% over 50%
27% over 25%

23. 51% Minneapolis/St. Paul

61% over 50%
77% over 25%

23A: 20.3% Metro area

11.5% over 50%
23% over 25%
50% over 10%

24. 3.54% state

0% over 50%
0% over 25%
15% over 10%

25. 4.5% other

3.6% over 50%
11.5% over 25%
19% over 10%

26. How interested are you in meeting with other homebased businesses to network and share information?

42% Very interested
42% Somewhat interested
11.5% Possibly interested
0% Not interested

27. What time of day is best for you to meet?

30.4% day
19% evenings
7.7% mornings
3.7% afternoons
15.4% other

28. Other comments on homebased meetings:

various-see listing of comments on open questions

29. Part of this project is to produce a neighborhood directory for distribution within the neighborhood to all residents and businesses. Would you like to be included in this directory?

88.5%	yes
11.5%	no

30. As far as you know, does Minneapolis have any regulations specifically on homebased businesses?

42%	yes
15.4%	no
42%	don't know

(Many of those answering "yes" said that though they thought there were regulations, they didn't know what the regulations were and would like to know)

31. Do you plan on expanding your business in the next two years?

58%	yes
31%	no
11.5%	don't know

32. (If yes expanding), in what way will you be expanding?

(non-exclusive categories)

39%	Increase sales
33%	Shift/expand focus of business
28%	Physical expansion
22%	Add employees/personpower
17%	Equipment upgrade
6%	Increase sales

33. Do you plan on relocating your business?

23%	yes
65%	no

If relocating: 33A. To what type of space?

44%	Move to different house
33%	Office space
22%	Storefront

If relocating: 33B. Do you plan on staying in the Field Regina Northrop neighborhood?

43%	yes
0%	no
57%	don't know (those who said "don't know" said they would like to find office space in FRN if it were available and suited their needs)

33C. If relocating and not staying in FRN, why not?

57%	Lack of adequate office/retail space in neighborhood
14%	Airplane noise
28%	Other (move closer to Northern cabin; wherever can find good home in general area)

34. Do you have a need for occasional office space, to meet with clients or hold larger meetings?

31%	yes
54%	no
15%	NA

If yes: 34A. What type of space?

(Of those responding yes):

50%	Conference space
40%	Office space
10%	Meeting hall

35. What is your marital status?

7.6%	single
17.6%	divorced/separated
81%	married
3.8%	widowed

36. Do you have children under 18 living at home?

50%	yes
50%	no

37. Do you have a physical disability?

7.6%	yes
92.4%	no

38. What were your total SALES in 1993 of your business?

11.5%	under \$5000
11.5%	between \$5000-10,000
11.5%	between \$10,000-30,000
7.7%	between \$30,000-50,000
23%	between \$50,000-100,000
7.7%	over \$100,000
27%	NA

39. What was the INCOME of your business in 1993?

23%	under \$5000
11.5%	between \$5,000-10,000
7.7%	between \$10,000-30,000
15.4%	between \$30,000-50,000
0%	between \$50,000-80,000
11.5%	over \$80,000
30.8%	NA

40. What PORTION of your total household income came from your homebased business in 1993?

23%	less than 1/4
7.6%	between 1/4 and 1/2
0%	about 1/2
11.4%	1/2 to 3/4
15%	over 3/4
15%	all
27%	NA

41. What do YOU think the neighborhood should do to help homebased businesses here?

35%	Advertising opportunities, help homebased businesses become known in neighborhood
31%	Resource center, source of information, consulting
27%	Neighborhood association/networking
23%	Office space/service center/meeting hall
19%	Directory is a good idea
11.5%	Financing assistance
11.5%	Address general neighborhood concerns (crime, keeping commercial businesses)

11.5% Use homebased businesses
11.5% Shouldn't do anything for me

42. Do you know any other homebased businesses in this neighborhood that I could contact? (not listed here)

43. Gender

50% female
35% male
15.4% both (husband and wife business)

44. Race:

81% white
19% African American
0% Native American
0% Latino American
0% Asian American
0% Mixed
0% Other

Commercial Business Survey Results
Field Regina Northrop Neighborhood

41 businesses surveyed total. Businesses came from five different areas: 48th St. and Chicago Avenue (14 businesses); Chicago Avenue beyond the 48th Street corner (11); Bloomington Avenue (8); Cedar Avenue (6); and 46th Street and 4th Avenue (2). No businesses were surveyed on 4th Avenue beyond 46th Street. Results are given, where appropriate, for each area separately and then for the total neighborhood.

1. What is your overall opinion of this neighborhood as a place to do business?

48th and Chicago: 28% excellent
 65% good
 7% fair

Chicago Ave: 27% excellent
 45% good
 27% fair

Bloomington: 13% excellent
 75% good
 13% NA

Cedar: 50% excellent
 50% good

46th & 4th 100% good

Total: 27% excellent
 61% good
 10% fair
 0% poor
 2% NA

2. What are the advantages of doing business in this neighborhood?

48th Chicago:
 4-sense of community, small town feel
 2-affluent area
 2-established business here
 2-good/central location
 4-other

Chicago Avenue:
 5-good location/convenient for customers
 2-good transportation

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

4-established business here/own building
1-low overhead
2-other

Bloomington:

5-good location/convenient for customers
2-community
1-good transportation (bus)

Cedar:

4-community/like the people and neighborhood
2-do good business here
1-good location

46th 4th

2-established here

Totals:

32% convenience/good location
24% community
20% established/own building
10% do good business
7% good transportation
17% other

3. What concerns do you have with doing business in this neighborhood?

48th Chicago 43% crime/safety
36% parking
14% upkeep
14% store closings
7% streets

Chicago Ave 82% crime, vandalism, safety at night

Bloomington 50% crime
50% traffic safety (speed)
25% get rid of gas station 46th st.
25% get lighting

Cedar Ave 50% traffic speed, bottlenecks
33% crime
50% no concerns

46th 4th 50% crime, stability

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

50% no problems

Totals: **54% mentioned crime
 17% mentioned traffic concerns
 15% mentioned parking

4. Do you have adequate parking for your business?

48th Chicago 57% yes
 43% no

Chicago Ave 73% yes
 27% no

Bloomington 62% yes
 38% no

Cedar 100% yes
 0% no

46th & 4th 100% yes

Total: 71% yes
 29% no

5. How many parking spaces does your business require?

48th Chicago 121 total
Chicago Ave 70 (5 NA)
Bloomington 57
Cedar 193 (2 NA)
46th4th 8 (1 NA)

Total: 449 spaces
 13.6 per business average

6. During what time of day primarily do you need the most parking?

48th Chicago 29% day
 21% evening
 36% all day/eve
 14% other

Survey Results of Commercial Business
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Chicago Avenue	73% day 27% NA
Bloomington	25% day 50% all day/eve 25% other
Cedar	33% day 16.6% evening 16.6% all day/eve 16.6% other
46th & 4th	50% all day/eve 50% NA
Total:	39% day 9.7% evening 26.8% all day/evening 11.6% other 12% NA

7. Do you need help obtaining financing for your business?

48th Chicago	43% yes 57% no
Chicago Ave	27% yes 73% no
Bloomington	50% yes 50% no
Cedar	0% yes 83% no 17% NA
46th & 4th	50% yes 50% no
Total:	34% yes 63% no 2% NA

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

7A. What type of expenditure do you need financing for?
percentages are out of those needing financing, not all surveyed
in that area)

48th Chicago	86% physical improvements 14% inventory 28% expand
Chicago Avenue	100% expansion/property acquisition
Bloomington	50% capital equipment 50% physical improvements/remodel 25% expand 25% inventory
Cedar	none
46th 4th	50% physical improvements

7B. About how much money do you need to borrow?

48th Chicago	2-15,000 1-25,000 1-50,000 1-70,000 9-NA
Chicago	1-200 1-150,000 9-NA
Bloomington	1-300 1-6,000 2-15,000 4-NA
Cedar	6-NA
46th 4th	1-50,000 1-NA
Totals:	2-under 5,000 5-5,001 to 15,000 3-15,001 to 50,000 2-50,001 and over

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

8. Do you have a need for other types of business assistance?

48th Chicago	14% yes 86% no
Chicago Ave	0% yes 91% no 9% NA
Bloomington	38% yes 50% no 12% NA
Cedar	17% yes 83% no
46th 4th	0% yes 100% no
Totals:	14.6% yes 80.5% no 5% NA

8A. If yes, what type of assistance do you need?

48th Chicago	advertising, employees
Chicago Ave	NA
Bloomington	advertising, employees, license for food
Cedar	networking/integrate into nbhd
46th 4th	NA
Totals: (Of those needing assistance)	33% advertising 33% employee issues 17% license 17% networking into neighborhood

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

9. How many employees do you have? (part time employees were calculated as .5 employee)

48th Chicago	57%	under 5
#51	21.4%	5.5-10
	7%	10-20
Chicago Ave	9%	under 5
#104	63.6%	5.5-10
	27%	10-20
Bloomington	87.5%	under 5
#15.5	12.5%	5.5-10
Cedar	50%	under 5
#61.5	16.6%	5.5-10
	0%	10-20
	33.3%	over 20
46th 4th	100%	under 5
#4		
Totals:	46%	under 5
	29%	5.5-10
	10%	10-20
	5%	over 20
	5%	NA

Total employees: 236

10. How would you describe the majority of your customers?

A variety of answers were received; the only common answer was "people from the neighborhood or this area."

Percentage responding "neighborhood/area residents":

48th Chicago	64%
Chicago	73%
Bloomington	63%
Cedar	17%
46th4th	100%

Totals: 63% of respondents

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

11. What percent of your customers come from the following areas:

Categories were neighborhood, Minneapolis/St. Paul, the Metro area, the state, and other. Results were tabulated, for each area and as a whole, as the average percentage of customers in each category, the percent of respondents for whom 50% or more of their customers came from that area, and the percent of respondents for whom 25% or more of their customers came from that area.

48th Chicago neighborhood	57% average 64% above 50% 86% above 25%
city	29% average 21% above 50% 71% above 25%
metro	12% average 14% above 50% 21% above 25%
state	1% average
other	1% average

Chicago Avenue neighborhood	51% average 64% above 50% 73% above 25%
city	22% average 9% above 50% 36% above 25%
state	1% average
other	0 average

Bloomington neighborhood	39% average 38% above 50% 50% above 25%
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Survey Results of Commercial Business
Field Regina Northrop Neighborhood

city	30% average 25% above 50% 38% above 25%
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metro	17% average 13% above 50% 25% above 25%
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state	0 average
other	2% average

Cedar neighborhood	38% average 50% above 50% 67% above 25%
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city	42% average 33% above 50% 67% above 25%
------	---

metro	14% average 17% above 50% 33% above 25%
-------	---

state	0
other	0

46th and 4th Ave neighborhood	86% average 100% above 50% 100% above 25%
-------------------------------	---

city	10% average
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metro	0
state	0
other	0

12. Do you rent or own your building?

48th Chicago	79% rent 21% own
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Chicago Ave	18% rent 82% own
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Survey Results of Commercial Business
Field Regina Northrop Neighborhood

Bloomington	88% rent 12% own
Cedar	50% rent 33% own 17% NA
46th 4th	50% rent 50% own
Totals:	58.5% rent 41.5% own

12A. If you rent, who owns the building?

48th Chicago	7-DeMoss 2-Abdo 1-Anderson 1-Chow 3-NA
Chicago Ave	NA-no renters
Bloomington	3-Anderson 2-Orfield 1-O'Neill 1-Tea 1-NA
Cedar	1-Moore 1-Dutton 4-NA
46th 4th	1-Reuben 1-NA

13. How many square feet is your business space?

48th Chicago	20380 total 3 NA	1853 average
Chicago Ave	75700 total 4 NA	10814 avg

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

Bloomington	11135 total	1392 avg
Cedar	27510 total 2 NA	6878 avg
46th 4th	1000 total 1 NA	1000 avg
Total:	135,725 total 10 NA	4378 avg

14. Do you have any space that you are not currently using?

48th Chicago 21% yes
79% no

Chicago 9% yes
91% no

Bloomington 13% yes
87% no

Cedar 100% no

46th 4th 100% no

Total: 12% yes
88% no

14A. What type of space?

48th Chicago basement: would like to finish and use
1000 s.f. retail next door
my current retail space is too big-7000 s.f.
(11 NA)

Chicago Ground floor of medical building
Perception of safety
(9 NA)

Bloomington basement-but will use eventually
(7 NA)

Cedar NA
46th 4th NA

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

14B. Is this space available for use?

Total: 2% yes (48th Chicago)
 5% no
 93% NA

15. Are you planning on expanding your business in the next three years?

48th Chicago	64% yes 36% no
Chicago	19% yes 55% no 9% don't know 9% NA
Bloomington	37% yes 50% no 13% don't know
Cedar	0% yes 88% no 12% don't know
46th 4th	50% yes 50% no
Total:	29% yes 58.5% no 10% don't know 2% NA

16. Are you planning on relocating your business in the next three years?

48th Chicago	21% yes 64% no 7% don't know 7% NA
Chicago Ave	0% yes 91% no 9% don't know

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

Bloomington 25% yes
62% no
13% don't know

Cedar 0% yes
100% no

46th 4th 0% don't know
50% no
50% don't know

17. Do you plan on remaining in the Field Regina Northrop
Neighborhood?

48th Chicago 71% yes
7% no
14% don't know
7% don't know

Chicago 73% yes
9% no
9% don't know
9% NA

Bloomington 75% yes
13% no
13% don't know

Cedar 100% yes

46th 4th 100% yes

17A. If you do not plan on staying in this neighborhood, why not?

48th Chicago moving to Mankato
2-lack of parking
bad building condition/health

Chicago Avenue perception of safety

Bloomington slow business
depends on parking and ground level office
space

Cedar NA

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

46th 4th NA

18. What types of businesses should the neighborhood try to attract to this area to enhance your business?

48th Chicago 1-owner operated businesses
2-drugstore
3-hardware
3-grocery store
3-gift shop/botique
1-copy center
1-flower shop
1-restaurants

Chicago Avenue 2-services
1-work on safety issues
1-anything
1-restaurant
1-grocery store
1-bookstore

Bloomington 2-coffee shop
1-anything, just fill space
1-grocery store
2-not like my business
1-university extension

Cedar Ave 2-retail/office
1-corporation
3-none

46th 4th Ave improve appearance of what is here
add video to my business

19. Do you think there is a need for a neighborhood-wide business association (currently there is a South Chicago Avenue Business Alliance only)

48th Chicago 64% yes
36% no

Chicago Avenue 64% yes
36% no

Bloomington 75% yes
13% no
13% NA

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

Cedar	67% yes
	12% no
	12% NA
46th 4th	100% yes
Total:	70.7% yes
	24.3% no
	5% NA

20. Would you hire youth as part of a neighborhood youth employment program?

48th Chicago	43% yes
	36% no
	14% already do
	7% NA

Chicago	82% yes
	18% no

Bloomington	63% yes
	37% no

Cedar	67% yes
	33% no

46th 4th	100% yes
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Total:	63.4% yes
	29% no
	5% already do*
	2% other

*several respondents who already hire youth answered "yes".

20A. How many would you hire?

48th Chicago	37 total	1.7 average
Chicago Ave	37 total	3.4 average
Bloomington	7 total	.88 average
Cedar	17 total	2.8 average
46th 4th	5 total	2.5 average
Total:	103 youth	

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

21. How should the neighborhood help businesses here?

48th Chicago	support businesses by using-5 promotional-2 parking-2 safety/image-1 upkeep-1 volunteers to help paint-1 be responsive to our concerns-1
Chicago Ave	business support/referral-1 address crime-3 attract businesses-1 parking-1 communication betw. res and businesses-2
Bloomington	upkeep-1 support and use local businesses-2 encourage use of local bus/advertising-3 fill vacant spaces-1
Cedar	support local businesses-4 be responsive to our concerns-1 traffic-1 landlords keep up property-1 attract businesses-1
46th 4th	support local businesses-1 help older people-1
Totals:	50% support by shopping locally advertising/promotional-5 address crime-4 parking-3 upkeep-3 respond to our concerns-2 landlord complaints-2 communication betw. business and residents-2 attract businesses-2

22. Do you live in the Field Regina Northrop neighborhood?

Total: 10% yes
90% no

(many employees live in the neighborhood)

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

23. Are you interested in being listed in a neighborhood
business directory?

48th Chicago	79% yes 14% no 7% NA
Chicago	73% yes 18% no 9% NA
Bloomington	100% yes 0% no
Cedar	67% yes 12% no 12% don't know
46th 4th	100% yes 0% no

31. Are you interested in making exterior improvements to your
property?

48th Chicago	86% yes 7% no 7% currently doing this
Chicago Ave	45% yes 18% no 9% don't decide 18% NA
Bloomington	63% yes 37% no
Cedar	33% yes 33% no 17% don't decide 17% NA
46th 4th	100% yes
Totals:	60.9% yes 20% no 14.6% currenty making 5% don't decide

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

Breakdown by renters and owners:

48th Chicago	21% rent; all desire improvements 79% own; 82% desire improvements
Chicago	18% rent; 50% desire improvements 82% own; 44% desire improvements
Bloomington	88% rent; 57% desire improvements 12% own; 50% desire improvements
Cedar	50% rent; 67% desire improvements 50% own; 0% desire improvements
Total:	58.6% rent; 71% of renters desire improvements 41.5% own; 53% of owners desire improvements

32. What types of improvements would you like to make?

Categories are not exclusive: many desired more than one
type of improvement

48th Chicago	5-paint 3-sign 3-lighting 2-windows 2-general facelift 2-remodel inside 2-trees/planters 1-sidewalk, roof, door, parking 2- up to landlord 2-currently making improvements
Chicago Avenue	2-paint 3-beautify/landscape 3-expansion related 1-windows 1-roof 3-currently/finished making improvements
Bloomington	3-sign 3-painting 3-lighting 1-already made improvements
Cedar	2-up to owner/landlord

Survey Results of Commercial Business
Field Regina Northrop Neighborhood

1-currently making improvements
3-NA

46th 4th 2-lighting
1-building improvements, paving, gas pumps

Totals:
(out of those wanting
to make improvments)

painting-40%
sign-24%
lighting-32%
expansion related-12%
windows-12%
doors-6%
general exterior-12%
landscaping-20%
currently making/made improvements-
28%
up to landlord/owner-16%

33. How much do you estimate the cost of those improvements to be?

Totals:	4	\$0-1000
	4	\$1001-5000
	3	\$5001-15,000
	0	\$15,001-50,000
	4	over \$50,000

11 who wanted to make improvements did not estimate the cost; most of these were minor repairs (under \$5,000).

34. Do you think that making exterior improvements will increase sales of your business?

Totals:	51% yes
	20% no
	17% don't know
	12% NA

Commercial Business Survey

Field Regina Northrop Neighborhood

Introduction: Hello. My name is _____. I'm working with the Field Regina Northrop Neighborhood Group, and we're doing a survey of neighborhood businesses today. The purpose of the survey is to provide us with information about your needs and concerns. What you tell us will be incorporated into the Action Plan that the neighborhood is developing to address its overall needs. Then the neighborhood will undertake various improvement projects they've identified as priorities, with funding help from the Neighborhood Revitalization Program and other sources. Do you have about ten minutes to answer a few questions? Great, let's begin then.

1. What is your overall opinion of this neighborhood as a place to do business?
_____ Excellent _____ Good _____ Fair _____ Poor
2. What are the advantages of doing business in this neighborhood?
3. What concerns do you have with doing business in this neighborhood?
4. Do you have adequate parking for your business? _____ Yes _____ No
5. How many parking spaces do you require for employees and customers? _____
6. During what time of the day primarily? _____
7. Do you need help obtaining financing? _____ Yes _____ No
 - 7A. IF YES, what for what type of expenditure? _____
 - 7B. About how much money do you need to borrow? _____
8. Do you have a need for other types of business assistance? _____ Yes _____ No
 - 16A. IF YES, what type of assistance? _____
9. How many employees do you have? _____ full time _____ part time
10. Who are your customers primarily? _____
11. Approximately what percent of your customers come from the following areas?
_____ neighborhood _____ Mpls/St. Paul _____ Metro area
_____ Statewide _____ other
12. Do you rent or own the property? _____ Rent _____ Own
 - 12A. IF RENT, who owns building: _____
13. How many square feet is your business space? _____
14. Do you have any space that you are not currently using? _____ Yes _____ No
 - 14A. If yes, what type: _____

- 14B. Would this space be available for use/lease by another business? ___ Yes ___ No
15. Are you planning on expanding your business in the next 3 years? ___ Yes ___ No
16. Do you plan on relocating in the next three years? ___ Yes ___ No
17. Do you plan on remaining in the Field Regina Northrop neighborhood? ___ Yes ___ No
- 16A. If NOT STAY, why not? _____
18. What types of businesses should the neighborhood try to attract to this area to enhance your business? _____
19. Do you think there is a need for a neighborhood-wide business association? ___ Yes ___ No
20. Would you hire youth as part of a neighborhood youth employment program?
___ Yes ___ No
- 19A. If yes, how many would you hire: _____
21. What do you think the neighborhood should do to help businesses here?

22. Do you LIVE in the Field Regina Northrop Neighborhood? ___ Yes ___ No
23. Do you want to be listed in a neighborhood business directory? ___ Yes ___ No
24. Would you pay ten dollars to be in this directory ? ___ Yes ___ No
25. Business Name: _____
26. Address: _____
27. Owner/Manager name: _____
28. Telephone: _____
29. Type of product or service: _____
30. Business hours: _____

Finally, I have a few questions about your desire to make exterior improvements to your property.

31. Are you interested in making exterior improvements to your property?
___ Yes ___ No If no, why not? _____
32. If so, what type of improvements would you like to make?

33. About how much do you estimate the costs of the improvements to be?
_____ dollars
34. Do you believe that making exterior improvements would increase the sales of your business?
___ Yes ___ No ___ Don't know

That's the end of the survey. Thank you very much for your participation. The Business Task Force will be using the results of the survey to guide its strategic planning for assisting businesses in the neighborhood. If you would like updates on action taken or want to come to meetings, call the FRNNG office at 721-5424. Thanks again.